

# DUNDEE CITY COUNCIL

**REPORT TO: Leisure and Arts Services Committee – 23 August 2004**

**REPORT ON: Alt-W**

**REPORT BY: Director of Leisure and Arts**

**REPORT NO: 567-2004**

## **1.0 PURPOSE OF REPORT**

1.1 To submit to the Committee a request for grant funding to Alt-W, Digital Media Creative Production Fund.

## **2.0 RECOMMENDATIONS**

2.1 It is recommended that the Committee approves support of £2,000 for Alt-W.

## **3.0 FINANCIAL IMPLICATIONS**

3.1 The cost of operating the Alt-W Production Grant scheme in 2004/2005 is £40,000. This is supported by Scottish Screen to the value of £31,000 and Scottish Enterprise Tayside to the value of £7,000. The balance of £2,000 is requested from Dundee City Council and can be met from the grants budget within The Leisure and Arts Department Revenue Budget 2004/2005.

## **4.0 LOCAL AGENDA 21 IMPLICATIONS**

4.1 The scheme is consistent with the aims of Local Agenda 21 and will assist in ensuring that opportunities for culture, leisure and recreation are readily available for all.

## **5.0 EQUAL OPPORTUNITIES IMPLICATIONS**

5.1 The proposed scheme will provide opportunities for all and is consistent with the Council's Equal Opportunities Policy.

## **6.0 MAIN TEXT**

6.1 Alt-W is the brand name of the Digital Media Creative Fund which was established as a partnership with Scottish Screen, Scottish Enterprise Tayside, Dundee University, University of Abertay, Dundee College, New Media Scotland and Dundee City Council. From these organisations a panel of advisors has been established to oversee the promotion of the scheme, assessment of applications and the funding awards. Additionally there is also a monitoring scheme which assists in the development and technical requirements in the field of digital media.

6.2 In April 2004 11 full production awards and 4 research and development awards were made from a shortlist of 22 applicants. The projects reflect the diversity of backgrounds of the applicants: professional artists, film-makers, freelance software programmers and interactive designers working within commercial, cultural and academic sectors. The awards also support recent graduates as well as established creative entrepreneurs.

- 6.3 **Summary of Production Awards**
- David Bernard** **£2,440**  
 To create an expressive website that transforms Machinista's international performance/live art/internet festival into an abstract web artwork in its own right.
- Gareth Ennis Text in the City** **£2,000**  
 The creation of a 'digital guidebook' providing heritage and architectural information on buildings in Glasgow's Merchant City direct to mobile phones or personal digital assistants. This scheme is to be piloted in Glasgow's Festival of Architecture.
- Simon Fildes Zillij** **£1,900**  
 To create a moving digital mosaic based on the Moroccan tradition of handcut tiles with several Highland communities.
- Hoss Gifford Feeling Lucky** **£2,480**  
 To construct an online experiment to investigate the mystery of why some people seem luckier than others and whether there really is a law of averages.
- Sam Hill reproduced** **£2,334**  
 To produce a series of individual, honest and amusing interactive guides to sex education for different age groups including young children, teenagers and adults.
- Riccardo Iacono Disndat** **£2,500**  
 An interactive web animation, composed of live video, stills, abstract graphics and sound which visitors can combine and manipulate to create visual music.
- Minttu Mantynen Forgotten** **£2,500**  
 The production of a webcast non-linear film narrative that explores the personal interleaved stories within a family, playing with time, memory and dreams.
- Holger Mohaupt Anticipation** **£2,495**  
 A web-based non-linear documentary revealing the cultural backgrounds of individuals engaging in scientific research in Myotonic Dystrophy across the world.
- Iain Morrison Chasing Clouds** **£2,443**  
 Working with Scottish Natural Heritage, to produce a website that recreates the experience of being within a Scottish landscape, incorporating typical sounds and information about the flora, fauna and cultural information.
- Euan Sutherland 5/2-a national state of hysteria** **£2,500**  
 The construction of an interactive photocollage that offers an alternative commentary on current news combined with historical events.
- Andrew Tullis Vestiarium Scoticum** **£1,500**  
 An interactive program that will enable online users to create, save and print their own original and often absurd Tartan patterns.
- 6.4 **Summary of Research and Development Awards**
- Kerry Mullaney & Kris Bird The Circus Within** **£500**  
 To produce a storyboard and examples of visuals based on research into historical tradition of circuses as a stage towards producing a hand-illustrated, interactive on-line circus. (Remaining balance £1,650.00)
- Fergus C Murray Resonata** **£500**  
 To carry out market research into appropriate audiences and logistics as a stage towards the online educational application of interactive visualisations explaining important concepts in mathematics, physics and music theory. (Remaining balance £970.00)

**Martin Parker Dynamic Audio Cartographer** **£500**

To investigate the creation of a Java applet to replace a proposed MSP Plug-in to allow universal online access as a stage in developing interactive sound software that reinterprets uploaded mp3/ogg sound files. (Remaining balance £516.00)

**Maud Sulter Bodies of Water** **£500**

To storyboard a new media work exploring the legacy of the Atlantic slave trade developed for webcast. (Remaining balance £1,900.00)

- 6.5 During the first two years of the awards many of the successful applicants had a local connection either through living or having studied in the Tayside area. This is largely due to the excellent opportunities to study new-media at both the University of Abertay and Dundee University who both offer mentoring opportunities in relation to the awards. Dundee College also has a strong supporting role in pursuing the aims of the project.

This year's awards reflect the growing status of the project on a national basis with awards being made throughout Scotland. It is worthy of note that Dundee continues to be strongly represented with no fewer than four of the successful applicants having studied at Duncan of Jordanstone College of Art and Design.

**7.0 CONSULTATION**

- 7.1 The Chief Executive, Depute Chief Executive (Finance), Depute Chief Executive (Support Services) and Assistant Chief Executive (Community Planning) have all been consulted on this report and are in agreement with its contents.

**8.0 BACKGROUND PAPERS**

- 8.1 The following Background Papers were relied upon in the preparation of this Report:

Article IV of the Arts & Heritage Committee, 21 May 2001 – Report No 275-2001

**STEVE GRIMMOND**  
**DIRECTOR OF LEISURE and ARTS**  
**8 JULY 2004**